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MCLEAN, VA 22102
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February 26, 2014

Gregory L. Masters
202.719.7370
gmasters@wileyrein.com

VIA ELECTRONIC FILING

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

RE: 2010 Quadrennial Regulatory Review, MB Docket 09-182
Attribution of Television Joint Sales Agreements, MB Docket No. 04-256
Rules Related to Retransmission Consent, MB Docket No. 10-71

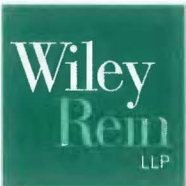
NOTICE OF EX PARTE COMMUNICATIONS

Dear Ms. Dortch:

On February 24, 2014, Dennis Thatcher, President and Treasurer of Mission Broadcasting, Inc. ("Mission"); Perry Sook, Chairman of the Board, President and CEO of Nexstar Broadcasting, Inc. ("Nexstar"); Elizabeth Ryder, Senior Vice President & General Counsel of Nexstar; and Richard E. Wiley and Richard J. Bodorff of Wiley Rein LLP, met separately with the following to discuss issues of concern in the above-referenced proceedings: (1) Philip Verveer, Senior Counselor, and Maria Kirby, Legal Advisor, Media, Consumer and Governmental Affairs, Enforcement, to Chairman Wheeler; (2) Clint Odom, Policy Director to Commissioner Rosenworcel; (3) Commissioner Ajit Pai and his Chief of Staff, Matthew Berry; (4) Adonis Hoffman, Chief of Staff and Senior Legal Advisor – Media to Commissioner Clyburn, and Stefanie Frank, law student intern; (5) Commissioner Michael O'Rielly and his Senior Legal Advisor and Chief of Staff, Courtney Reinhard; and (6) William T. Lake, Chief; Sarah Whitesell, Deputy Chief; and Benjamin Arden of the Media Bureau.

Over the course of these meetings, the Mission and Nexstar representatives made the following points:

1. Mission is controlled by Ms. Nancie Smith. It is the largest female-controlled television broadcast company in the country. Mr. Thatcher, Mission's President, has some forty years of experience in television operation and management; Ms. Smith has twenty. Mission has approximately forty employees



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and is headquartered in the Cleveland, OH area (whereas Nexstar is based in Dallas, TX).

2. Mission and Nexstar entered into their first joint sales agreement ("JSA")/shared services agreement ("SSA") arrangement in 1998, with respect to Mission's station in the Wilkes Barre-Scranton, PA market. The cost savings facilitated by the JSA/SSA arrangement, like the arrangements later entered into by Nexstar and Mission in other markets, allowed Mission's Wilkes Barre-Scranton station to survive and enhance its service to viewers. Currently, Mission and Nexstar have JSA/SSAs in seventeen small and medium-sized markets.

3. Messrs. Thatcher and Sook stated that the Mission/Nexstar JSA/SSA relationships have created economies of scale and cost savings which have enabled Mission's stations to air an additional 170 hours per week of locally produced news. A number of the Mission stations would not broadcast news absent the JSA/SSA relationships. Mission's stations also broadcast many hours of local sports programming, which would not be possible absent the JSA/SSAs. Mr. Sook and Mr. Thatcher also provided copies of three letters as representative of the materials submitted in Attachment C hereto.

4. Mr. Sook and Mr. Thatcher noted that Nexstar and Mission compete for advertising dollars with MVPDs which sell ad insertions in dozens of cable programming channels. The representatives provided copies of MVPD sales promotional materials in two Nexstar/Mission markets (see Attachment A and Attachment B hereto), touting the MVPD's ability to deliver multiple narrow demographics through targeted advertising on numerous cable channels. Attribution of JSAs would in most cases effectively limit local television broadcasters to selling only one programming channel, making competition against MVPDs even more challenging.

5. Also related to MVPDs and video competition, Messrs. Sook and Thatcher observed that the Commission will soon be considering the announced proposed merger of Comcast and Time Warner Cable, the nation's two largest cable operators. This merger, if approved, will have a dramatic impact on the media landscape. Messrs. Sook and Thatcher suggested that the Commission defer any action relative to JSAs until a decision on the Comcast/Time Warner merger has been reached and its impact fully assessed.

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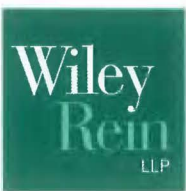
6. Mr. Sook and Mr. Thatcher stressed that JSA/SSAs are an ideal means for fostering diversity in the television broadcast industry. Mission, as the largest female-controlled television company in the nation, is a clear example of this. Mr. Sook and Mr. Thatcher also noted a recent letter to the Commission by Tougaloo College, a historically African-American institution licensed to operate station WLOO in the Jackson, MS area. In that letter, Tougaloo College stated that it would not have been able to invest in creating new, original local programming or in upgrading WLOO's facilities to high definition without the efficiencies and revenues produced by its JSA with a same-market broadcaster.¹ Messrs. Sook and Thatcher urged the Commission not to take any action which would preclude similar pro-diversity initiatives.

7. Mr. Sook stated that the uncertainties created by the Commission's consideration of JSA attribution have caused a decline of between 25% and 30% in the stock values of the pure-play television companies which are active in the JSA/SSA space in small and mid-sized markets. This equates to a loss of over \$3 billion in market capitalization.

8. Messrs. Sook and Thatcher also noted that the 2004 proceeding involving attribution of JSAs has lain fallow for nearly ten years and recently was nearly closed as a dormant proceeding. In the interim, the Commission has approved many dozens of JSA/SSA arrangements. The Department of Justice has also passed on numerous such arrangements in the course of Hart-Scott-Rodino review.

9. The representatives stated that four transactions involving JSA/SSAs between Nexstar and Mission are currently pending in applications now before the Media Bureau. These transactions are structured to conform to well-established Media Bureau precedent on which Nexstar and Mission reasonably relied but, despite their long pendency, have not been acted on. These transactions collectively are valued at just under \$500 million. Nexstar and Mission are paying costly ticking fees for continued access to acquisition financing. Messrs. Sook and Thatcher contended that these pending transactions should be approved under the current rules, as were the Belo-Gannett and Tribune-Local TV transactions, subject to any rule changes that the Commission might subsequently make.

¹ See Letter from Mr. Pervis Parker, General Manager and Chief Creative Officer, WLOO(TV), in MB Docket Nos. 07-294 and 09-182 (Feb. 19, 2014).



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10. Messrs. Sook and Thatcher argued that the Commission, should it attribute JSAs, must grandfather existing JSAs to honor the reasonable expectations of the parties who entered into them over many years in reliance on Commission precedent, and to preserve the public interest benefits flowing from them—most especially, in Mission’s case, the 170 hours of new news programming on its stations made possible by JSA revenue.

The following materials are attached hereto:

(1) As referenced in numbered paragraph 4 above, copies of promotional literature by MVPDs in Nexstar and Mission markets, which were provided to FCC representatives during the course of the meetings (see Attachment A and Attachment B hereto).

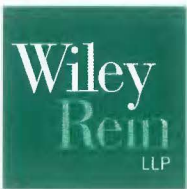
(2) Copies of nearly 50 letters received by Nexstar and/or Mission stations from local community organizations and advertising clients, attesting to the news and public service benefits that the stations have provided, and the increased efficiency that JSA/SSA relationships have facilitated both for station advertisers and community and charitable organizations seeking to deliver their messages. Examples of these letters were provided to FCC representatives during the course of the meetings; the full set is reproduced at Attachment C hereto.

(3) Attachment D hereto is a document detailing the specific news, public service, and other benefits that have flowed from JSA/SSA arrangements (or ownership of a second station) in Nexstar’s and Mission’s markets during 2012-2013. This document was not provided to FCC representatives during the course of the meetings.

Respectfully submitted,

/s/
Gregory L. Masters
WILEY REIN LLP
1776 K Street, NW
Washington, DC 20006

Attachments



Marlene H. Dortch, Secretary

February 26, 2014

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cc (via email):

Commissioner Ajit Pai

Commissioner Michael O'Rielly

William T. Lake

Benjamin Arden

Matthew Berry

Stefanie Frank

Adonis Hoffman

Maria Kirby

Clint Odom

Courtney Reinhard

Philip Verveer

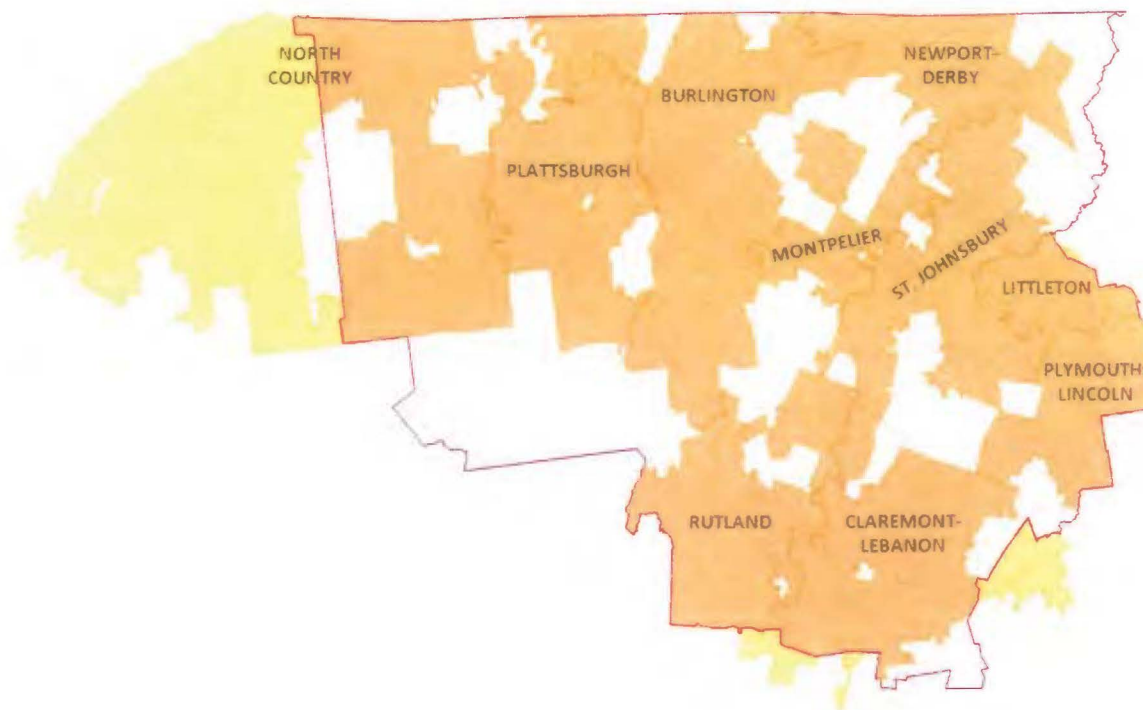
Sarah E. Whitesell

ATTACHMENT A

Burlington/Plattsburgh Interconnect

23 Insertable Networks

AEN
CMDY
CNBC
CNN
DISC
ESP2
ESPN
FAM
FOOD
FX
FXNC
HGT
HIST
LIFE
MTV
NESN
NICK
SPK
TBSC
TLC
TNT
TWC
USA



COMCAST
SPOTLIGHT

Burlington-Plattsburgh Interconnect: At-A-Glance

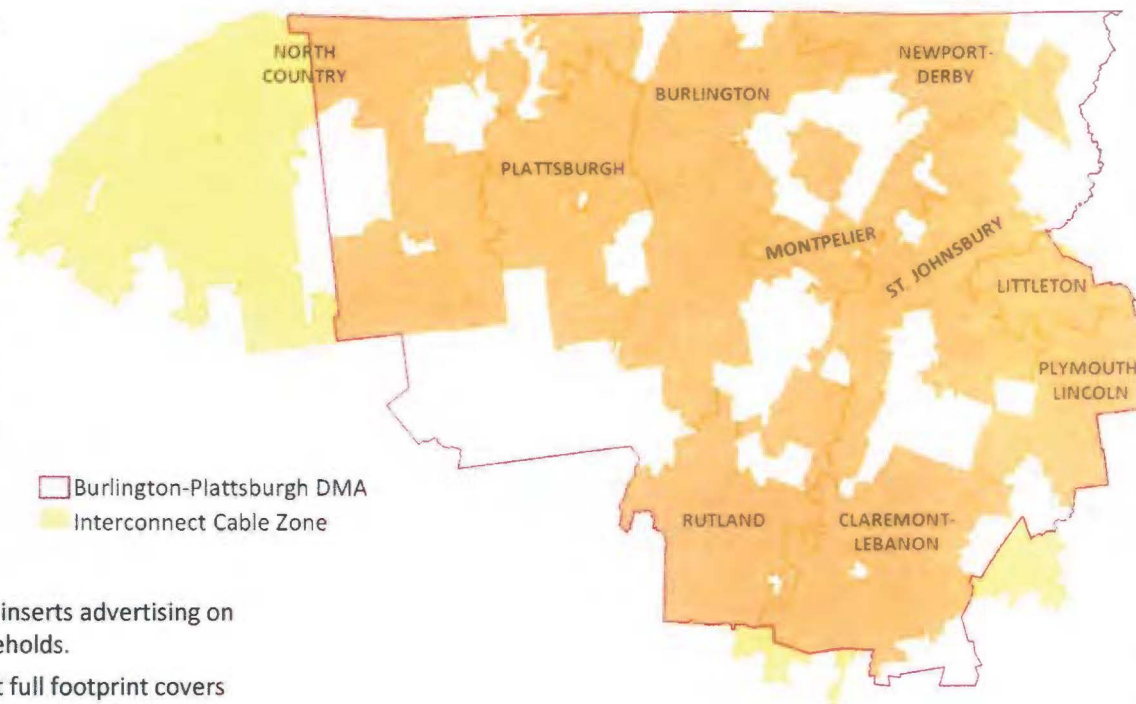
Burlington-Plattsburgh	UEs: Q4'13
DMA Rank	98

Total DMA TV HHs	317,960
Total CDMA TV HHs	167,590
% of DMA HHs	52.7%

Burlington-Plattsburgh Interconnect

Full Footprint HHs	188,960
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DMA HHs Only	156,540
% DMA HHs	49.2%
% Cable HHs	93.4%



The Burlington-Plattsburgh Interconnect inserts advertising on **93.4%** of the CDMA households.

The Burlington-Plattsburgh Interconnect full footprint covers **188,960 cable** households across NH, NY and VT.

Comcast/Xfinity Zones	Cable HHs
Burlington, VT	49,119
Claremont-Lebanon, NH	35,101
Montpelier, VT	8,631
Newport-Derby, VT	4,264
Rutland, VT	16,548

Zone	MSO	Cable HHs
Barre-St. Johnsbury	Charter	10,701
Plattsburgh, NY	Charter	14,846
Littleton, NH	Time Warner Cable	3,586
North Country, NY	Time Warner Cable	37,319
Plymouth-Lincoln, NH	Time Warner Cable	8,844

Cable TV has Something for Everyone



AFFLUENCERS



HGTV



Discovery
CHANNEL

CNN



NEWS BUFFS



The Weather Channel
weather.com



msnbc



NEON
New England's 24 Hour News Station

CNN



WOMEN



Bravo

TLC
live and learn

Lifetime

HGTV



FAMILIES



CN
CARTOON NETWORK



nickelodeon

ANIMAL PLANET

TREND SETTERS



SPIKE
GET MORE ACTION



MTV

BET★

FX



COMCAST
SPOTLIGHT

The Burlington-Plattsburgh DMA

xfinity

XFINITY.com and its partner websites are some of the top media websites in the Burlington DMA!

Site Unique Visitors Per Month

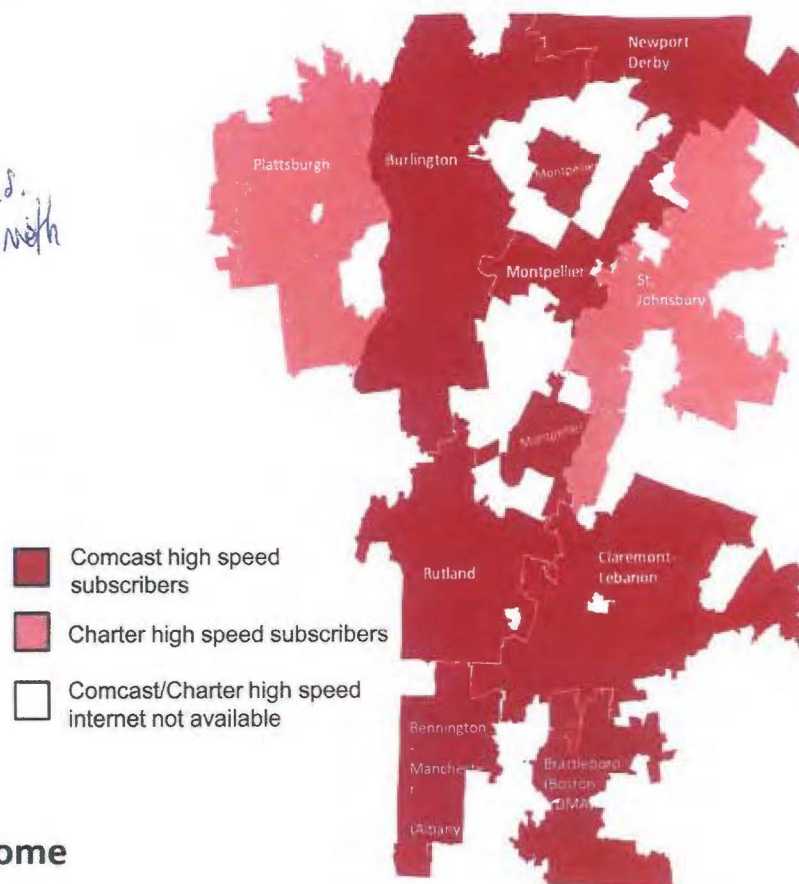
xfinity	152,000
FOX NEWS .com	94,000
NBCU Digital Entertainment	76,000

6.4 minutes
T.O.D.
9a/mth

Our Xfinity users come back frequently and stay for longer periods of times

Total Visits Per Month **1,944,000**
Average Visits per Visitor **12.8**
Total Avg Time Spent per Visitor per Month **46 min**

Your ad is delivered to viewers based on their home address—increase returning customers, and no advertising waste!



Source: comScore Media Metrix 2.0, Apr12-Mar13 12-Month Averages, Boston DMA, Base=Internet Persons 18+.

Comcast Spotlight online geo-targeted sales zones are sold based on the delivery of online impressions, which may come from both Comcast High Speed Internet subscribers and other online non-subscribers. Because any online consumer is able to view advertising content on Comcast's online properties, Comcast HSI subscriber counts are not used to define the reach or efficiency of these products or related offers. Sales are qualified by the number of online impressions delivered.

COMCAST
SPOTLIGHT

Feb 10 - Feb 16

Most Social Shows Last Week

Network	Program/Type/Date	Unique Authors	Tweets	Tweets/ Unique Authors	Followers/ Unique Authors
AMC	The Walking Dead NEW! Series Feb 10-11 7-11P/8P	208.69K	484.46K	2.32	581
AMC	The Walking Dead Series Feb 12-13 7-11P/8P	188.38K	380.23K	2.02	587
Summary	Pretty Little Liars NEW! Series Feb 11-14 8:30-9P/8P	156.47K	391.55K	2.5	677
MTV	Teen Wolf NEW! Series Feb 10-11 8-10P/9P	136.54K	551.04K	4.04	705
MTV	Teen Wolf Series Feb 12-13 8-10P/9P	118.61K	347.40K	2.93	626
VH1	Love & Hip Hop NEW! Series Feb 10-11 10-11P/10P	103.82K	325.06K	3.13	985
TNT	NBA Tip-Off NEW! Series Feb 10-11 7-9P/8P	62.62K	90.48K	1.44	669
USA	WWE Monday Night RAW LIVE! Series Feb 10-11 8-11P/8P	50.74K	178.33K	3.51	856
E	Keeping Up With the Kardashians NEW! Series Feb 10-11 8-10P/8P	46.57K	69.91K	1.5	583
BET	Being Mary Jane NEW! Series Feb 10-11 8-10P/8P	36.67K	81.26K	2.22	891
Summary	The Fosters NEW! Series Feb 10-11 8-10P/8P	33.21K	81.44K	2.45	759

(Cable, Primetime, Excl Sports & Specials)

The Olympics continue to drive a high engagement level on TV & online thus far!

NBC	XXII Winter Olympics NEW! Sports event Feb 10-11 8-11P/8P	255.78K	362.03K	1.42	680
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The NBA All-Star Game on CABLE drove the most conversation Sunday night!

TNT	2014 NBA All-Star Game LIVE! Sports event 02/16/14	650.70K	2.26M	3.48	739
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Source: SocialGuide, National Social TV Analytics, Network & Telecast Rank, 2/10-2/16/14, Primetime, Cable, Live or new, pulled on 02/17/14

SocialGuide, National Social TV Analytics, Network & Telecast Rank, 2/10-2/16/14, Primetime, Broadcast, Sports Events Live or new, pulled on 02/17/14



COMCAST
SPOTLIGHT



ATTACHMENT B

Demographic Targeting Through XFINITY



Affluent Adults



Women



News Buffs



Kids & Families



Sports Fans



COMCAST
SPOTLIGHT

ATTACHMENT C

NEXSTAR/MISSION JSA/SSA BENEFITS 2013

A small sampling from our communities:

Wilkes-Barre Scranton, Pennsylvania: WBRE-TV and WYOU, DMA #54

Ballet Northeast

*Po Box 1618
Wilkes-Barre, PA 18703
570-821-8525*

Board of Directors

Officers:

Robert Stanley, President
Nora Blessner, Vice President
Alison Carlsson, Treasurer
Sara Polansky, Secretary

Board Members:

Sue Kalinowski
Amy Feldman
Darcy Usavage
Tony Banta
Joe Matteo
Robert Farina
Joshua Chepolis
Nancy Farkins
Ann Marie Poslock
Marjorie Schneider

Advisors to the Board:

Bobbie Steever
Patricia Gendler
Richard Wooditch

Artistic Staff:

Kristin-Degnan-Boonin, Artistic Director
Sara Smith-Gravine, Associate Director
Karla Kovatch, Associate Director

Performing Company Liaison:

Mary Kathryn Siejak

Emeritus Board Members:

George Babcock (dec)
Ester Davidowitz
Glenn Ferrell
Alfred Groh
Rudolf Schleich, Ph.D.

Mr. Robert Bee
Vice President and General Manager
WBRE-TV
62 South Franklin Street
62 South Franklin St

February 17, 2014

Dear Bob,

On behalf of the Ballet Northeast I want to thank you, WBRE-TV and WYOU-TV for your efforts on behalf of the Ballet Northeast. Ballet Northeast is the Wyoming Valley's premier youth ballet company, serving Northeastern Pennsylvania for 30 years.

Relatively small cultural arts non-profits like ours have a difficult time, because of limited funds getting multiple television stations to promote our events. We are extremely fortunate to have Eyewitness News as our media sponsor. The fact that Eyewitness News is found on both NBC station WBRE and CBS station WYOU allows us to reach a larger and more diverse audiences with our message.

Frankly we don't have the staff to reach out consistently to all the TV stations and engage them on each opportunity. It is an advantage to the Ballet Northeast to be able to deal with one person and have our message in your news, on your local PA Live talk show and have our message telecast on both your stations.

We look forward to continuing our work together. You should also know that as a community leader it is wonderful that you have brought back local news to WYOU-TV. The 7p.m. News is a platform that speaks too many of our patrons that are not home by 5 or 6p.m. and want to know what is going on in Northeastern Pennsylvania.

Sincerely,



Bob Stanley
President, Board of Director, Ballet Northeast

TOM MUNLEY
JUDGE



JUDGES CHAMBERS
COURTHOUSE
200 N. WASHINGTON AVENUE
SCRANTON, PA 18503

(570) 963-6765
FAX (570) 963-2056

Commonwealth of Pennsylvania

45th Judicial District

February 13, 2014

VIA FIRST CLASS U.S. MAIL

Robert G. Bee
Vice President/General Manager
WBRE-TV – PAHOMEPAGE.COM
62 South Franklin Street
Wilkes-Barre, PA 18701

RE: Success and Value of Veterans Views Program

Dear Bob:

It is my distinct and overwhelming pleasure to share with you a brief report about the present state of affairs of the Veterans Views segment, our nightly television program that is dedicated to exploring the issues, concerns, and activities of America's military veterans. I simply cannot believe that it has been almost a full year since we conceived of this show, which is our cooperative and charitable effort to further the lives of local heroes and their families. Since you generously opened the WBRE-TV and WYOU-TV airwaves to us last spring, the staggeringly positive response from our viewers has been both exhilarating and unexpected. From the countless letters, emails, phone calls, and personal well-wishes I have received in the last year, it is apparent that we are connecting with and servicing a wider community and audience than I ever believed possible. We owe that success chiefly to your vision and dedication to public service, but also to the unmatched comprehensive presence that we achieve through having two popular stations promoting our segment.

Our steady stream of audience feedback informs me that Veterans Views -- by way of efforts from ours and your staff, crew, guests, and technicians -- has helped area military veterans and their families find housing, find employment, locate benefits, attain better health, navigate complex legal and financial difficulties, interpret and share current events, celebrate and understand history, and generally honor our community's heroes. We have cultivated and showcased a truly remarkable list of marvelous and accomplished guests, many of whom are the foremost leaders in our community. Veterans Views is also grateful for the kind contributions provided by some of our regular, recurring correspondents. Specifically, our audience is aided by weekly commentary and analysis from Attorney Larry Moran, Jr.; and our audience is charmed and educated by shared insights and experiences from former Scranton Mayor and local war hero David Wenzel.

While the statements of viewer response span a thick array of topics, the common theme or uniform lesson from within the deep pile of wonderful feedback is that we are touching a very

Robert G. Bee, page 2
February 13, 2014

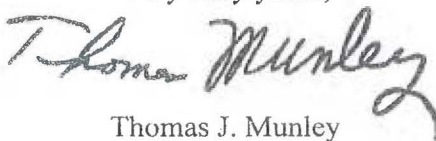
expansive audience. Veterans Views connects to a viewership that covers nearly two (2) dozen Pennsylvania counties, which comprises the wide-ranging community that we are not only reaching, but also significantly benefiting. It is obvious that this ubiquity, and the tremendous good that it does, would not likely be possible if the segment was promoted on just one television station.

So much of what we do and what you have helped us accomplish has assisted veterans and their families in Northeast Pennsylvania. I know this because that is the community in which I live and work, and it is there that I receive many remarks of gratitude for and enjoyment of Veterans Views. Yet it has been somewhat surprising and deeply encouraging for me to learn that our show also helps veterans and their families residing in Central Pennsylvania and beyond. There is no doubt that such an expansive connection flows from the fact that we receive support and publicity from both WBRE-TV and from WYOU-TV.

I hope that you, like me, will rest assured and heartened at the notion that our little idea for a two-minute, nightly television segment focused on providing hope and information to our community has since grown into gigantic success. While the Veterans Views project remains a good and noble vision, just like when it began, we can no longer say that it is a small affair. What started last year as a whisper of charity in Wilkes-Barre has fostered into a chorus of generosity and goodwill throughout Northeast and Central Pennsylvania. Our area veterans, their families, and the surrounding community are indebted to you and to your two television stations.

Thank you for all you do. Keep up the good work!

Very truly yours,

A handwritten signature in dark ink, reading "Thomas Munley". The signature is written in a cursive, flowing style. The first name "Thomas" is written in a smaller, more compact script, while "Munley" is written in a larger, more prominent script with a long, sweeping tail on the final "y".

Thomas J. Munley
President Judge



February 18, 2014

Mr. Robert Bee
WBRE/WYOU
62 S. Franklin Street
Wilkes-Barre, PA 18701

Dear Bob;

I am writing on behalf of the Greater Hazleton Chamber of Commerce in support of WBRE & WYOU TV. The combination of these two television stations, combined with Eyewitness News, has been a tremendous asset to our chamber of commerce and the entire Greater Hazleton area. The service that these combined stations provide helps us to communicate with our business membership and the community at-large.

I can't even place a value on how important the combined coverage has been for our Chamber. As you are certainly aware, we are facing some very difficult issues in all of our communities in northeast PA and without the excellent coverage that WBRE/WYOU and Eyewitness News provides, we simply would not be able to promote and inform our public efficiently. I can speak personally, as a Chamber Executive when I say that we would not have been able to succeed with our mission and goals without the support of coverage by WBRE and WYOU. I believe one great example is the difficult situation we had with a minimum security prison, MinSec, in our downtown. It was through countless efforts by our Chamber, local officials, and the continued presence of Andy Mehalshick of Eyewitness News, that we were able to make a case against this most negative facility in our community. I am proud to say that we all had a part in getting the Governor and the Department of Corrections to deny this company state contracts thereby shutting the facility down. Again, WBRE and WYOU along with Eyewitness News assisted us tremendously in this effort.

In closing, the Greater Hazleton Chamber of Commerce fully supports the combined efforts of WBRE/WYOU and Eyewitness News and are grateful for your presence.

Sincerely,

A handwritten signature in cursive script, appearing to read "Donna".

Donna Palermo
President



February 18, 2014

Mr. Robert Bee
Vice President and General Manager
WBRE-TV
62 South Franklin Street
Wilkes Barre PA 18701

Dear Bob,

I wanted to recognize the support that WBRE and WYOU has given WVIA, the PBS station serving Northeastern and parts of Central Pennsylvania. Dollars are very tight these days and the fact that you folks were able to help us out in our time of need is likely a reflection of a good example of how the WBRE/WYOU combination is benefitting our community. You were able to lend us an IOT inductive output tube when ours was damaged. This allowed us to stay in the air, serving our viewers with limited interruption.

Of course, this is just one example of the many technical/resource collaborations WVIA and the WYOU/WBRE teams have done, proving we work well together. Last May was another example of our joint commitment to the community. Using the WVIA theater studio, we co-produced and you promoted and aired a local special following the final episode of "The Office." WBRE and WYOU promoted this wonderful community event on Eyewitness News and we were proud to produce the show in our studios and host area community leaders and fans.

Please accept our heartfelt thanks for all that you have done for us and we look forward to many more WVIA and WBRE/WYOU collaborations.

Sincerely,

A handwritten signature in dark ink, appearing to read "T.M. Currá", written over a horizontal line.

Thomas M. Currá, CEO/President & Executive Producer
WVIA

TMC/kkd

Little Rock – Pine Bluff, AR: KARK-TV/KARZ-TV and KLRT-TV/KASN, DMA #56

TALK BUSINESS ARKANSAS

Mike Vaughn
VP/GM Nexstar Broadcasting Group
1401 W. Capitol
Little Rock, AR 72201

Dear Mike,

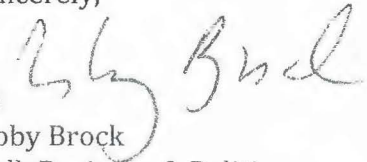
I am writing to let you know about the benefits of having two TV stations under the umbrella of Nexstar in Little Rock.

This has allowed me to appear on two TV stations in one newsroom, which has helped in expanding our reach and audience.

It has also provided opportunities for newsmakers – business and political leaders – to come to one central point and conduct interviews with efficiency. As they are frequently busy and under time constraints the Little Rock Nexstar news operation has been a real positive in booking these interviews.

Additionally, the station's reach into other areas of the state – northwest Arkansas as well as other south Arkansas markets – has been beneficial for furthering the reach of the interviews we've conducted. Based on responses I gathered from those interviews, I know those newsmakers received significant statewide exposure from their one setting in Little Rock.

Sincerely,

A handwritten signature in dark ink, appearing to read "Roby Brock", written over a light blue circular stamp.

Roby Brock
Talk Business & Politics

Springfield, Missouri: KOZL-TV and KOLR, DMA #75

February 13, 2014

Leo Henning
KOLR 10 KOZL 27
2650 E. Division
Springfield, MO 65803

Dear Leo,

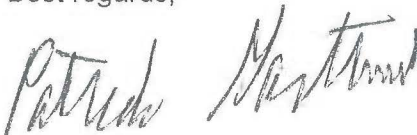
The Boys & Girls Clubs of Springfield really appreciates the support the KOLR 10 KOZL 27 team has generously provided in the best interest of serving the youth and families of our community. Information that you have made readily available for those most in need has helped them to find the services and opportunities available for their families to be able to build better lives.

Because of your broadcasts supporting our programs, our staff, board members, volunteers and club members frequently hear from others who never knew about the clubs or have been out of touch for years. These people are contributing to our efforts or getting their children connected to program services to meet their specific needs. We have heard comments from parents, such as, "The cost of all these programs is \$35 a semester? I could kiss you!" and from a child, "I begged my grandma to let me come here!"

The joint capabilities of both KOLR and KOZL have been utilized also to promote the fund raising efforts of the Boy & Girls Clubs of Springfield, such as the Sertoma Chili Cook-Off, Steak and Steak and the multiple runs of the 75th Anniversary Special. The 75th Anniversary Special and the DVDs that you printed for us have been a great tool to help other local non-profits, libraries, businesses, schools and other community service providers to understand our mission on a deeper level and in turn refer more youth to us. These promotions have also helped us to gain support for the clubs as we continue the capital campaign for a new facility on Springfield's southwest side. In addition, the KOLR10/KOZL staff members served on club committees and have also been program volunteers.

We want to thank you and your outstanding organization for so generously contributing your time, efforts, and resources toward helping to build Great Futures! We are very happy that you are committed to partner with us in many ways as we go into the coming years to provide a quality program to meet the changing needs of our youth.

Best regards,



Patrick Gartland
Executive Director

MEMBER AGENCY OF UNITED WAY OF THE OZARKS
AFFILIATED WITH BOYS & GIRLS CLUBS OF AMERICA



Henderson Unit
835 W. Calhoun
Springfield, MO 65802
(417)869-4111

Stalnaker Unit
1410 N. Fremont Ave.
Springfield, MO 65802
(417)865-2821



**Boys & Girls Clubs
of Springfield**
1410 N. Fremont Ave.
Springfield, MO 65802
417-862-9249
www.bgclubspringfield.org

Officers

John Piatchek
President

Dean Young
President-Elect

Gary Powell
Vice President

Chris Myers
Secretary/Treasurer

Board of Directors

Dean Arens
Randy Bachus
Holly Beadle
Lisa Blumenstock
Donald Copeland
Chris Davis
Jennifer George
Tanya Marion
Joe McCarty
Sean McGinnis
Powell McHaney
David McQueary
Sean McQueary
Dee Mertz
Sid Needem
Doug Neff
Ron Neville
Tim O'Reilly
Chris Porter
Jon Risdal
Ken Rogers
David Rush
Stu Stenger
Perrie Stone
Margaret Swango
Katy Tynes
Bill Williams
Jeff Yoakam

Executive Director
Patrick Gartland

Please consider the
Boys & Girls Clubs of
Springfield in your will or
estate plans.

Musgrave Unit
720 S. Park
Springfield, MO 65802
(417)869-8211



Mr. Leo Henning
Vice President and General Manager
KOZL/KOLR Television
2650 E Division St.
Springfield, MO

Dear Leo,

I write on behalf of KOLR and KOZL television stations in Springfield, Missouri. We are fully aware that these two stations operate under a Joint Services Agreement and Shared Services Agreements between Mission Broadcasting and Nexstar Broadcasting, the latter providing news and sales services under this agreement.

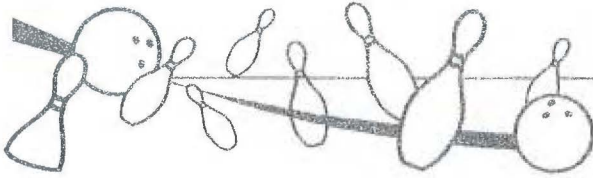
From all indications this cooperative agreement is working extremely well, with both stations providing excellent service to the Springfield/Branson and surrounding markets. KOZL has invested heavily in new programming, providing musical variety tied to Branson attractions that is not presented by other local stations. KOLR has recently established a unique studio and news bureau in the Branson market, all funded by Nexstar Broadcasting. These new facilities allow for live news feeds and other live programming direct from Branson. Since Branson is a popular vacation destination this studio is frequently used for news and information to locals and visitors alike, proving the value of the combined operations. KOZL also features a music block on Sunday nights featuring programming produced specifically by Branson entertainers.

In short, we find this cooperative arrangement to be highly beneficial to our Branson market and we look forward to our continued relationship.

Best regards,

Ross Summers
President & CEO
Branson/Lakes Area Chamber of Commerce & CVB

Battlefield Lanes



Telephone 417.883.1234 Fax 417.883.3501
1127 E. Battlefield • Springfield, Missouri 65807

My name is JR Huyck, and I am the GM of Battlefield Lanes located in Springfield, MO. This letter is meant to express how grateful Battlefield Lanes is to Mr. Leo Henning and the owners of KOLR 10 & KOZL 27. We are on pace to generate approximately \$25,000 for 18 worthy charities in the Ozarks, as well as increase awareness that can lead to greater possibilities. This in large part due to the broadcast of the league finals on KOZL 27, and news coverage of the league and related events from KOLR 10.

When I met Mr. Henning and told him about this new league that I formed, he immediately realized the positive impact this union could make: combining business sponsors with charities via the sport of team bowling. The news coverage and broadcast of the league has produced many benefits:

1. Increased awareness to the charities in a different and fun way.
2. Recognition for area businesses supporting their cause.
3. The TV show tapings give the charities a platform to promote to a large crowd.
4. Increased the value of sponsorship = driving up proceeds to the charities.
5. When a charity makes a show, it's newsworthy within their organization and gives them a fun way to promote within and to potential supporters.
6. Inspired people on how to make a difference in our community.
7. Promote and ensure the success of additional related events to benefit the charities.

In short, the broadcast of the league has given viewers a look into how these 18 charities work, and information on how to get involved. The KOLR news coverage and KOZL broadcast has propelled the league to succeed far beyond our expectations. It's also helped Battlefield Lanes be a real community center, and built new valuable relationships as a result.

On behalf of Battlefield Lanes and the BUD-BAIR's Charity League representing the charities, sponsors and league bowlers, we thank you. This first season has been so good to all of us, and next year will be even better.

Sincerely,

A handwritten signature in cursive script that reads "JR Huyck".

JR Huyck
General Manager, Battlefield Lanes
President and Founder of the BUD-BAIR's Charity League



Love at 425°

February 14, 2014

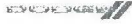
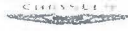
To Whom It May Concern,

I have a great working relationship with the folks at KOLR 10 & Z-27 and appreciate that I have one point of contact at the stations to handle the on-air advertising, my website advertising and the promotions that we are a part of. Managing multiple franchise locations of Papa Murphy's stores is a lot of work and streamlining one aspect of my marketing plan is a great time-saving benefit to me. It is one of the reasons we rely so heavily on KOLR 10 & Z-27 for our advertising needs.

Sincerely,

Doug Wilks, Owner/Operator
Papa Murphy's Springfield, LLC

GARY WOOD

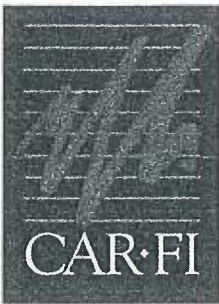


To whom it may concern,

In reference to my relationship with KOLR10 / KOZL / ozarksfirst.com, I greatly appreciate having a station group to work with. Marketing for a local business is tough enough to try and figure out without having to meet with 20 different reps on why their way and product is the best choice for my goals. The fact that I can handle my television on two stations and my internet all with one person at one location is an extreme benefit to my business and allows me to focus other aspects of business.

Sincerely,

Gary Wood, Owner



February 17, 2014

To Whom It May Concern,

I have been advertising in the Springfield market for over 25 years with radio, tv, cable and print. I truly appreciate having only one sales rep call on me from each of the media companies I choose to do business with. The local radio companies (Clear Channel, Journal, Midwest Family, Meyer) each have 4-5 unique radio stations and each provide me with a single sales rep. I believe that the bundling of stations in television (KOLR & KOZL as well as KY3, KSPR & CW) is a benefit to local business owners as well. I don't employ an Advertising Agency because I want to have a direct relationship with each of my media partners.....so having one rep from each of my 6 primary partners, representing over 20 unique stations is critical, especially from a time management perspective.

Sincerely,

A handwritten signature in black ink, appearing to read "Rick Snelson", written over a horizontal line.

Rick Snelson, Owner
Car-Fi

Burlington, VT – Plattsburgh, NY: WFFF-TV and WVNY, DMA #98



U.S. Department of Justice

*United States Attorney
District of Vermont*

*United States Courthouse and Federal Building
Post Office Box 570
Burlington, Vermont, 05402-0570*

*(802) 951-6725
Fax: (802) 951-6540*

September 13, 2013

Roger Hess
Fox 44-ABC 22
WFFF
298 Mountain View Drive
Colchester, Vermont 05446

Re: The Opiate Effect

Dear Roger:

Thank you so much for the recent airing of "The Opiate Effect" on Fox 44 and ABC 22. Presenting that film during a period of prime viewing and without interruption was a tremendous public service. As we have discussed, opiate and heroin abuse is the number one public safety issue in Vermont. Preventing kids and families from going down that road is far better than trying to deal with addiction through treatment or law enforcement remedies. Your station's role in spreading the word about the dangers of opiate abuse has played a really important role in making our community a safer and healthier place.

Again, thank you so much for your leadership in airing this powerful film about such an important topic of community concern.

Sincerely,

A handwritten signature in dark ink, appearing to read "Tristram J. Coffin".

TRISTRAM J. COFFIN
United States Attorney

2/13/14

Roger Hess
Vice President/General Manager
Fox 44 ABC 22

Dear Roger:

I am writing to express my sincere gratitude to Fox 44 ABC 22 for your outstanding support on behalf of hungry Vermonters this past holiday season. Your promotional fundraising campaign was extremely helpful as you provided in-news interviews, live shots and stories on TWO different stations with completely different audiences. You ran promo spots and public service announcements on two stations with a doubly amplified effect. As a result, we benefitted by getting our message to a wide-ranging reach of the population of this region. And we were able to do it with one easy point of contact!

Without your help we would not have been able to help those who are most in need of basic emergency food. We serve over 12,000 people each year including children, seniors and people with disabilities. Your generosity and commitment to improving our community is not only compassionate work but it is a commendable business model. Your professional team was fun to work with at major live broadcasts and food drive events such as the UVM Men's Hockey game and Burlington Hyundai and you helped leverage support from major corporations such as MyWeb Grocer. Your reporters even traveled with our staff as we delivered food to people with chronic illnesses and spent many hours on site at our food pantry.

Thank you so much for using both Fox 44 and ABC 22 to promote our hunger relief efforts. By doing so, you made a direct positive impact on the lives of thousands of Vermonters while helping us meet our mission. Thank you for all you do!

Sincerely,



Rob Meehan
Director
Chittenden Emergency Food Shelf



National
Multiple Sclerosis
Society
Greater
New England
Chapter

February 17, 2014

Mr. Roger Hess
Vice President/General Manager
WVNY ABC 22-WFFF FOX 44
298 Mountain View Drive
Colchester, VT 05446

Dear Roger,

Thank you for supporting the National Multiple Sclerosis Society Greater New England Chapter of Vermont in 2013 and again this year in 2014. Having WVNY ABC 22 and WFFF FOX 44 promote the National MS Society WALK MS events throughout the State of Vermont as part of our media plan made a significant difference in reaching the targeted population.

Our partnership consisted of WVNY ABC22 and WFFF FOX 44 promoting WALK MS, BIKE MS and the Dinner of Champions specifically on 2 stations which reached 90% of the entire population of Vermont which is our target audience. Multiple promo spots and PSAs in addition to early morning interviews promoted our message. As a result of this type of marketing, our Walks overall were successful with an increase in revenue and a 10% increase in Walkers in 2013. This is significant since many Walks in the New England Chapters – Massachusetts, New Hampshire, and Maine - were down in reaching their fundraising goals. Dinner of Champions succeeded the revenue goals and attendance.

In return, we were able to offer, WVNY ABC22 and WFFF FOX 44 recognition as our Media sponsor for all the WALKS in Vermont and BIKE MS and Dinner of Champions. 15,000 T-shirts for WALK MS carried ABC 22 FOX 44 logo throughout all New England Chapters. 3,500 posters and 5,000 brochures had your logo and our website proudly displayed the ABC22 FOX 44 logo on our sponsorship page.

Thank you again for your support and we look forward to a great partnership this year.

Warmest regards,

Adele Forbes
Director of Development, Vermont

Evansville, Indiana: WEHT and WTVW, DMA #104

Santa Clothes Club

P.O. Box 5783, Evansville Indiana 47716
www.santaclothesclub.org

Officers

Dennis Rowe
President

Wendell Burkhart
Vice President

Ginny Powers
Secretary

Jenny Funk
Treasurer

Board of Directors

David Brune
Ambrose Clements

Pattie Davis

Doug Duell

Sharon Duell

Dan Felker

Glenn Kroeger

Brenda LaMar

Larry Marschel

Stan Newman

John Schneider

Theresa Schneider

Toby Shaw

Sylvia Watters

David Wedding

February 27, 2013

**Ms. Arika Zink, General Manager
WEHT-TV
800 Marywood Dr.
Henderson, KY 42420**

Dear Arika,

Our thanks to you and WEHT-TV for being such an important part of the Santa Clothes Club! It looks like our "final tote" for our 2012 campaign will be around \$280,000. We are also proud to report over 2,400 children received warm, winter clothing from the eastside Wal-Mart in Evansville during October and November, before cold weather.

We're always overwhelmed by WEHT's continual support and thank you for the outstanding donation of six (6) hours of on-air time to broadcast our annual telethon in December, let alone the number of hours prior to the telethon to prepare for the broadcast. We also are very appreciative of the public service announcements promoting the telethon as well as the Eyewitness News talent giving of their time to host the telethon. Because of WEHT's involvement, the Santa Clothes Club can continue making Christmas dreams come true for our area Tri-State youth.

We appreciate your support and look forward to working with you in 2013.

Sincerely,

Wendell I Burkhart

**Wendell Burkhart, President
Santa Clothes Club, Inc.**



Santa Clothes Club

P.O. Box 5783, Evansville Indiana 47716
www.santaclothesclub.org

Officers

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President
Wendell Burkhart
Vice President
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Doug Duell
Sharon Duell
Dan Felker
Glenn Kroeger
Brenda LaMar
Larry Marschel
Stan Newman
John Schneider
Theresa Schneider
Toby Shaw
Sylvia Watters
David Wedding

February 27, 2013

**Ms. Pam Miller, Station Manager
WTVW-TV
800 Marywood Dr.
Henderson, KY 42420**

Dear Pam,

Our thanks to you and WTVW-TV for being such an important part of the Santa Clothes Club! It looks like our "final tote" for our 2012 campaign will be around \$280,000. We are also proud to report over 2,400 children received warm, winter clothing from the eastside Wal-Mart in Evansville during October and November, before cold weather.

WTVW's donating air time for the last hour of our telethon, 5:00-6:00PM, proved to be of help in exceeding our goal of \$250,000. We also are very appreciative of the public service announcements promoting the telethon as well as the Eyewitness News talent giving of their time to host the telethon. Because of WTVW's involvement, the Santa Clothes Club can continue making Christmas dreams come true for our area Tri-State youth.

We appreciate your support and look forward to working with you in 2013.

Sincerely,

Wendell L Burkhart

**Wendell Burkhart, President
Santa Clothes Club, Inc.**





GTECH® INDIANA

Working on behalf of the State Lottery Commission of Indiana

February 14, 2014

Ms. Arika Zink
Vice President & General Manager
WEHT/WTWV
800 Marywood Drive
Henderson, KY 42420

Dear Arika,

On behalf of the Hoosier Lottery, we are pleased to have established a partnership with WVTW/WEHT in Evansville in 2013. One of our primary initiatives last year was to bring Daily Lottery drawings back on the air after nearly 10 years off of television and our partnership with WTVW/WEHT brought the drawings back to the Tri-state area.

The promotional efforts between WTVW and WEHT have provided additional reach in the Evansville market, not available in other Indiana markets. We believe the cross-marketing efforts between these stations provide not only a wider overall coverage, but an energy that helps support Hoosier Lottery products, as well as beneficiary messaging for those that receive Hoosier Lottery proceeds. Working together we are able to highlight Lottery beneficiaries on community outreach projects such as "Behind the Badge". In addition, we believe the Daily 3/Daily 4 nightly drawings bring added value to WEHT Local Eyewitness News at 10; and the Powerball and Mega Millions drawings compliment Eyewitness News at 9p for Local 7 WTVW.

We look forward to continuing to build our partnership with Nexstar and WTVW/WEHT as we move forward together in 2014.

Sincerely,
Jessica Powell
Vice President of Marketing
GTECH Indiana, working on behalf of the State Lottery Commission of Indiana



Easter Seals Rehabilitation Center

Changing lives so people with disabilities have equal opportunities to live, learn, work and play.

3701 Bellemeade Avenue
Evansville, Indiana 47714-0136
812.479.1411 phone
812.437.2634 fax
www.eastersealsswindiana.com

February 4, 2014

Arika Zink
WEHT Local-Local 7 WTVW
800 Marywood Dr.
Henderson, KY 42420

Dear Arika,

Thank you so much for WEHT Local/Local 7 WTVW's very generous donation of our **ENSURE THE FUTURE** capital campaign video! By making it possible for us to communicate our campaign message, you are helping us keep the promise... the promise that our Easter Seals Rehabilitation Center will *always* be here, *building better lives* for tri-state children and adults with disabilities.

Arika, we truly appreciate that you offered to donate this project before we even asked! We are so grateful you are part of our Easter Seals family, and that you share your passion for our mission with everyone at the station.

We can't say enough good things about working with Brick Briscoe, Adam Smith, and David Couch! They really went above and beyond to create the compelling video we needed. Brick made the whole process seem easy, even though it was a very quick turn-around. After completing the video, he even helped us with our own playback issues caused by outdated software and bought us new computer speakers!

When we achieve our campaign goal, it will be an occasion for all of us to celebrate! Thank you for helping us **ENSURE THE FUTURE**.

Sincerely,

Terry

Terry Hall
Senior Vice President of Development

Thank you for making our video campaign possible! It will make a big difference in our ability to reach our goal!

Pam

Pam Kirk
Director, Marketing & Community Relations



We are blessed to have such a talented & caring team on our side! Thank you!

CC Brick Briscoe, Adam Smith, David Couch



Easter Seals Rehabilitation Center

Changing lives so people with disabilities have equal opportunities to live, learn, work and play.

3701 Bellemeade Avenue
Evansville, Indiana 47714-0136
812.479.1411 phone
812.437.2634 fax
www.eastersealsswindiana.com

February 17, 2014

Arika Zink, V.P. & General Manager, WEHT
Pam Miller, Station Manager, WTVW
WEHT Local/Local 7 WTVW
800 Marywood Dr.
Henderson, KY 42420

Dear Arika and Pam,

Thank you so much for making our local Easter Seals Telethon possible for the 37th consecutive year! Can you believe our 2014 broadcast is less than two months away? The excitement is really building, now that your crew has started filming our Easter Seals Representatives, Christy and Hope, for their Telethon features.

Arika and Pam, it is because of your leadership that the Tri-State sees our clients' compelling stories and learns about the Easter Seals Rehabilitation Center. You and your staff share our mission with thousands of viewers. The community responds generously to your message, helping local individuals with disabilities achieve dreams of independence.



Thanks to everyone at WEHT Local & Local 7 WTVW—including the Eyewitness News Telethon team—for changing lives for local people like 2014 Easter Seals Representatives Hope McDowell & Christy Rolley!

We aren't aware of ANY other station in the country that donates 100% of production and air time for an Easter Seals Telethon! WEHT's exceptional commitment allows money raised to directly fund therapy sessions, so *no one is turned away due to inability to pay* for those *life-changing* services. The simulcasting of the last hour of the show on WTVW, which began last year, increases our reach even more! We hope that with your help, the 2014 Telethon will surpass last year's record-breaking "final tote" of \$1,028,420!

As you know, Pam and Arika, that annual broadcast is really the culmination of an entire year of community-wide efforts. No community partner plays a greater role in Easter Seals' success than WEHT Local and Local 7 WTVW—not only at Telethon time, but 12 months of the year!

We can't thank you enough for your very generous donations of production and air time for multiple **Easter Seals PSAs**, each one running for 6-8 weeks at different times throughout the year. **Cross promotion by both stations helps to maximize the success of all our major fundraising events**, which include the Easter Seals "Home Run Sweeps" All Cash Raffle, Ritzzy's Fantasy of Lights, and the "Cool Car, Cold Cash" Contest. Posting our information on www.tristatehomepage.com and the station's social media sites also makes a big difference for Easter Seals!

We also want to thank you for again donating production of two wonderful videos profiling our **Easter Seals Tribute Dinner** honorees, as well as the station's involvement in creating **Telethon features** on our two Easter Seals Representatives. **This year, you are going above and beyond by also donating the video for our important "Ensure the Future" capital campaign!** Arika, we were thrilled when you offered to provide this essential campaign piece before we even asked! The video message is already enabling our campaign cabinet to obtain high-level pledges to repair and update our buildings, fund new therapy equipment, and establish an endowment to care for our facilities in the future.

We are also very grateful to the Eyewitness News team, which does such an outstanding job covering our organization! Undoubtedly, your passion for Easter Seals is one reason the news staff is so aware of our role in the community, and so willing to spread the word to viewers. Because one out of every four local families will eventually need our services, WEHT Local and Local 7 WTVW make a huge impact through news coverage of our fundraising efforts, services and stories.

Because both stations are so generous, all locally-raised Easter Seals funds stay in our community, underwriting *life-changing* therapy for children and adults with disabilities from 30 area counties. **These are just a few of the 5,550 success stories that WEHT Local and Local 7 WTVW are helping to make possible right now:**

- Hope was born with hip dysplasia and her ball and socket joints didn't develop properly. After her most recent surgery, this 8-year-old is learning to walk again!
- Four years ago, a spinal cord injury paralyzed Christy from the sternum down. This busy mom now uses hand controls to drive her four kids to school and sports activities.
- Five-year-old Roman, who has cerebral palsy and speech delays, graduated from our therapeutic preschool. He's attending regular kindergarten and uses an iPad to communicate with teachers and classmates.
- Ali, age 9, has spina bifida and is working on walking skills. She loves cheerleading and recently received an award for being the "sassiest" member of her cheer squad!

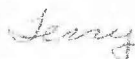
Arika and Pam, we appreciate the caring, compassionate example you set for all media professionals. Arika, we are also grateful for your personal commitment of time, talent and resources as an Easter Seals board member and your generosity as a Presidents' Council member! We really are fortunate that you and the entire team at WEHT Local and Local 7 WTVW are part of our Easter Seals family!

Together we are building a community where *all* people with disabilities and their families are *equal in every way*. With your continuing support, the individuals we serve can realize their goals, dreams and aspirations. **Thank you again for helping Easter Seals *change lives!***

Sincerely,



Ray Raisor
President



Terry Hall
Senior Vice President of Development

P.S. We are looking forward to welcoming members of your production staff and news team to "Lunch with the President" this Wednesday! Thank you for encouraging them to attend. We appreciate this opportunity to continue strengthening our bond with the people of WEHT Local and Local 7 WTVW!

Academics And Programs

2014 Summer Musical

EVSC Eyewitness News Student Journalists

Early Childhood Education

Find Information on Afterschool and Summer Programs

Health Science Institute

High Ability

How Can My Child Learn English?

Indiana Academic Standards

Innovative School Programs

Netbook/1:1 Initiative

Response to Intervention Model (RtI)

Southwest Indiana College Access Network

Special Education

EVSC Eyewitness News Student Journalists

Turn here frequently to find links to each student-produced story where students bring learning to life through real news spots on Eyewitness News

Several students in the EVSC are now beginning to learn about broadcast journalism through a unique partnership with WEHT/WTWV Eyewitness News. Student journalists are now highlighting the many accomplishments of our EVSC schools, students, and staff on the morning newscast on WEHT during the 6 a.m. news hour, and again that evening during the 9 p.m. newscast on Local 7.

The EVSC is filled with great programs, remarkable teachers, and talented students who accomplish much each day – and this campaign will recognize that work and help to inform our community about how the EVSC Brings Learning to Life.

Pictured: Students recently went to the Eyewitness News studios to learn more about the profession and witness the 4 p.m. newscast taking place live. Additional training sessions are also planned.



Student Reports can be found at:

<http://www.tristatehomepage.com/community/evsc>

Peoria-Bloomington, Illinois: WMBD-TV and WYZZ-TV, DMA #117

SHERMAN'S

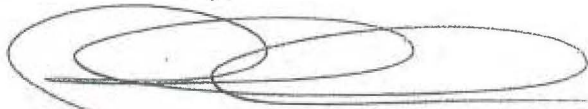
Richard Engberg
VP/GM
WMBD-TV
3131 N. University
Peoria, IL 61604

February 17, 2014

Dear Richard:

In my opinion, it is best for us to continue having one representative for both WMBD and WYZZ. The biggest upside to having one representative is the increased efficiency. A single contact person for both stations means fewer meetings and a quicker turnaround time when decisions are made. With time being a valuable commodity, this helps streamline day to day business and is a definite plus. A single representative has also made it easier to relay information with a reduced chance of error. In our local market, with only 4 stations, it is nice having two of those stations covered by one person.

Sincerely,

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke at the end.

Paul Sherman
VP/GM



Heart of Illinois Big Brothers Big Sisters

Executive Director
Jeffrey A. Parmenter

President
Patrick Ferrell

Vice-President of Fund Development
Dean Heinzmann

Vice-President of Board Development
Todd Nethery

Vice-President of Agency Operations
Tim Harmer

Secretary
Carolyn Weaver

Treasurer
Rob Smith

Directors
Dennis Anderson
Jim Chamberlain
Barbara Duncan
Shannon Duvendack
Sue Eversizer
Mark Fillipitch
James Hubler

February 17, 2014

Rich Engberg
WMBD TV
3131 N. University St.
Peoria, IL 61604

Dear Mr. Engberg,

I'd like to take this opportunity to thank you for your unique support of Heart of Illinois Big Brothers Big Sisters through local television stations WMBD and WYZZ. Your partnership with our agency has provided us tremendous exposure, which has helped us serve more local children facing adversity.

In 2013, WMBD and WYZZ covered multiple news stories about the work Heart of Illinois Big Brothers Big Sisters is doing in central Illinois communities. We are pleased that these stories are seen by viewers of both WMBD and WYZZ. We know that viewers of both of these stations can access stories about us on your shared online portal, CIProud.com.

We have also cultivated unique partnerships with WMBD and WYZZ, like our holiday initiative, *12 Littles of Christmas*. Your stations featured children on our waiting list for 12 days during December and helped us raise money and recruit new volunteers. Thanks to WMBD and WYZZ, we were able to match 16 local children with caring adult mentors.

Each spring, Heart of Illinois Big Brothers Big Sisters partners with WMBD and WYZZ for Bowl for Kids' Sake. Each station broadcasts a Public Service Announcement, helping us build support for this critical fundraiser. We recently shot this year's PSA with WMBD and WYZZ news anchor Maria Chandler, who is a volunteer in our program.

I am pleased to have the support of two local TV stations with two unique audiences and one point of contact. This relationship saves our agency time and money, and makes a big difference in our efforts to serve children. It is my hope that this relationship will remain strong for years to come.

Sincerely,

Blake Long
Director of Development

3618 North Sterling Avenue, Peoria, IL 61602
Phone: 309.637.1771 Fax: 309.655.1577
www.hoibbbs.org

Think of the possibilities. What will you start?

start something



American Red Cross
Central Illinois Region

February 13, 2014

Richard L. Engberg
Vice President/General Manager
WMBD-TV | Bounce TV | CIPROUD.COM
3131 N. University
Peoria, IL 61604

Dear Rich,

On November 17, 2013, the unthinkable happened in central Illinois when a devastating tornado changed our local landscape leaving thousands homeless. At the Red Cross, we immediately leapt into action and within hours of the tornado's departure and I found myself in Washington, Illinois at a Red Cross shelter. About 4:00pm that same day, I was on my way back to Red Cross disaster headquarters in Peoria since I was unable to receive phone calls in the tornado damaged area. When I finally reached an area with cell reception, the first call I received was from my local CBS and FOX affiliates, WMBD-TV and WYZZ-TV. They wanted to know what we needed and how they could help. During a time of incredible pressure for me, personally, and our local Red Cross chapter, it was amazing to realize and feel that level of support.

Truly, this is just one of the many times I can recall WMBD-TV and WYZZ-TV reaching out to help the Red Cross which is why I don't view them as a media outlet, but as one of my most valued community partners. Whether it is a large-scale disaster, shortage of blood, impending severe weather event or even an upcoming fundraiser, I know that when WMBD-TV and WYZZ-TV air a Red Cross story I am getting the message out to a large segment of the local population.

As a nonprofit chapter of the Red Cross, we do not have a budget for advertising, and it is only through relationships with local outlets that I am able to communicate our Red Cross message. With WMBD-TV and WYZZ-TV, I know that I reach two completely different audiences/demographics in multiple broadcasts, which ultimately expands the Red Cross reach in central Illinois.

Through live shots, news stories, promo spots, PSA's on two different channels, I believe that our local Red Cross operations and fundraising have greatly benefited from our partnership with WMBD-TV and WYZZ-TV.

Sincerely,

Erin Miller
Regional Communications Director

PEORIA HEADQUARTERS OFFICE | Central Illinois Chapter
311 W. John H. Gwynn Jr. Ave., Peoria, IL 61605 | 309-677-7272

BLOOMINGTON OFFICE | ARC of the Heartland
One Westport Ct., Bloomington, IL 61704 | 309-662-0500

DECATUR OFFICE | Mid Illinois Chapter
2674 N. Main St., Decatur, IL 62526 | 217-428-7758

SPRINGFIELD OFFICE | Illinois Capital Area Chapter
1045 Outer Park Dr., Springfield, IL 62704 | 217-787-7602

QUINCY OFFICE | ARC Serving West Central IL & Northeast MO
3000 N. 23rd St., Quincy, IL 62305 | 217-222-2477



Easter Seals

www.cheasterseals.com

February 18, 2014

Mr. Richard L. Engberg
Vice President/General Manager
WMBD-TV Bounce TV CIPROUD.COM
3131 N. University
Peoria, IL 61604

Dear Rich:

Please consider this letter as indication of Easter Seals appreciation and unbridled support of WMBD-TV and WYZZ-TV for helping to advance our mission of helping children with disabilities and their families throughout Central Illinois. This year marks the 39th annual live broadcast of the Easter Seals Telethon on WMBD-TV and in recent years on WYZZ-TV.

This annual culmination of Easter Seals year-round fundraising efforts provides a unique opportunity to acknowledge donors, educate the viewing public about programs and services, promote awareness and public education, and to garner contributed income. Much more than a single annual engagement with Easter Seals, WMBD-TV and WYZZ-TV are year-round partners in creating awareness of Easter Seals activities, and events and its positive impact on the community by providing in-news interviews, live shots, news stories, promotional spots, and PSA's. By airing on two different stations (CBS and FOX), Easter Seals is able to reach two different audiences in the Peoria television market.

Easter Seals has benefitted significantly by this doubly amplified marketing effect in delivering its message of help and hope to a wide range of people throughout Central Illinois. What's more, Easter Seals is able to coordinate these efforts with greater efficiency by having a single point of contact.

Notably, support from WMBD-TV and WYZZ-TV includes the personal engagement and commitment from on-air talent. Many have hosted the Easter Seals Telethon for years, served as members of committees, and co-chaired fundraising events. Having personal knowledge of Easter Seals program and services along with children and their families have given station talent an added measure of credibility and passion for mission that is unmistakable.

Steven R. Thompson
President & CEO

Peoria Center
507 E. University Ave.
Peoria, IL 61603
309.686.1177 phone
309.686.7222 fax

Bloomington Center
2401 East Grand Street
Bloomington, IL 61702
309.452.6271 phone
309.452.7272 fax

Timber Lake Center
10000 Timber Lake Lane
Moline, IL 61704
309.763.0071 phone
309.763.8271 fax

Mr. Richard Engberg
February 18, 2014
Page Two

Lastly, I want to gratefully acknowledge WMBD-TV and WYZZ-TV not only for their outstanding community service as outlined above, but also for the discretionary effort they bring to their partnership with Easter Seals. Each year, Easter Seals produces an original music video that is used to communicate our mission to diverse audiences in a compelling way. Our own physical therapist co-writes the lyrics and music and performs the vocals to the video. WMBD-TV and WYZZ-TV have been instrumental in helping to produce these unique and effective music videos by providing outstanding video photography.

Easter Seals mission is to provide exceptional services to ensure that people with disabilities and their families have equal opportunity to live, learn, work and play in their communities. This mission continues to be advanced throughout Central Illinois thanks to the outstanding efforts and contributions of WMBD-TV and WYZZ-TV.

With gratitude,

A handwritten signature in black ink, appearing to read 'Steve', with a stylized flourish above the name.

Steven R. Thompson
President and CEO
sthompson@ci.easterseals.com

Amarillo, Texas: KAMR-TV and KCIT/KCPN-LP, DMA #130

**Kelley Roofing
4615 Bushland Blvd
Amarillo, TX 79106
806-463-7910**

February 15, 2014

KAMR

1015 S. Fillmore Amarillo, TX 79101

To whom it may concern:

It has been our pleasure to work with your sales staff at KAMR. For the past several years, you have worked to establish relationships between our two businesses. By adverting with you we have been able to maximize our advertising dollars and spread them between two television stations and the Internet.

My time is important to me and being able to "kill two birds with one stone" I am able to be more productive throughout the day. I like being a part of both stations and having to deal with only one sales team, this allows them to know what I am after and looking for with out trying to re-explain myself multiple times. I feel that the coverage I get by advertising on these two stations encompasses two different audiences that are crucial to my business. Finally, being able to advertise consistently throughout these different media types keeps the logo and the brand identification the same throughout, therefore being more recognizable to the general public in our area.

Thank you again for all the help and services that you provide.

Kind Regards,

A handwritten signature in cursive script, reading "Mark Petty". The signature is written in dark ink and includes a long, horizontal flourish extending to the right.

Mark Petty

1-800-PLUMBER[®]

Yes, we do Heating and Cooling too!

To whom it may concern,

As an owner for – *1-800-Plumber of Amarillo*, I am writing this to thank you personally for both KAMR/NBC 4 AND KCIT/FOX14 for making it a joy to partner with 2 awesome companies working so close together.

As I have indicated in previous meeting's, our marketing with you has been a resounding success, not only in the Branding we are doing on your station's but because we have built a lasting friendship and partnership which has been so easy to do with your teams being a team that is together in all you do and bring to the community. The ease of jointly communicating with both teams is one of the reasons we have continued to partner with KAMR/NBC4 and KCIT/FOX 14 as they both truly make us feel we are more than a paycheck and truly care about their clients and you can feel the difference when you walk into the same building because of THE TEAM LEADERSHIP IN VALUING EACH AND EVERY CLIENT. The easy access of being in the same building and knowing every time I walk in to have a meeting we are all right there together a value of time and money and you get a true sense of comradely and team leadership. That is something our company values highly. I APPRECIATE THAT YOU BOTH WORK TOGETHER HAND IN HAND and I know that has made it easy to work on growing both our investments.

KAMR/NBC4 and KCIT/FOX14 are growing with their influential leadership throughout our community and it is because they work hand in hand. In fact, we couldn't have succeeded without the generous amounts of time given in addressing our questions when needed, Your Vice President Brandi Sanchez of KAMR and general manager Misty Gerber of KMAR have been particularly impressive, going above and beyond what we could have expected of someone performing duties of running stations while continuing with their day-to-day duties Brandi has made sure we are comfortable and understanding always what the station is about. Caring, we have advertised for years in your industry but never knew what personal caring was about until we came in contact with KAMR and KCIT Brandi and Misty. Please convey my special thanks to both stations as well as these individuals.

I know our fans and clients as well have been tuning in to watch these stations more and more as they learn the true worth of these stations working hand in hand because they post it on FB saying thank you.

I would also ask you to convey my sincere thanks to all of the people in both companies who contribute in any way to making these stations work so well together. I would not want to do business any other way then together with the same wonderful teams at the same time.

Sincerely,
Nancy Shreiner
Owner/Sr.Consultant



Plumbing-Heating-Air Conditioning Services

PO Box 31268, Amarillo, Texas 79120
M-13425, TACLB28973C

www.1800Plumber.com



Greater Amarillo Affiliate
P.O. Box 50610 Amarillo, Texas 79159
Helpline 1 877 GO KOMEN
www.komenamarillo.org

February 17, 2014

To Whom It May Concern:

It is with great pleasure I am writing to commend KAMR, KCIT and their staff members for their support of the Greater Amarillo Affiliate of Susan G. Komen.

In 2012, Brandy Sanchez approached me about a dynamic partnership opportunity for our signature fundraising events. Typically, media outlets can be a bit lackluster regarding non profits with little to no advertising budget. Brandy and her team demonstrated the ease of working with one group and exceptional accountability. The decision to partner again in 2013 was unanimous. More than just media support, their employees support our mission as well. I can say that the successes of our events were as a direct result of the support of KAMR and KCIT.

KAMR and KCIT have consistently played a role in the Greater Amarillo Race for the Cure and other fundraising activities. Brandy and her staff use a tag team approach thus reaching multiple markets with both stations. The dual coverage allows us a tremendous audience to share our very important life saving message of early detection.

KAMR and KCIT are part of the vital process that has enabled the Greater Amarillo Affiliate to provide more than \$1.5 million in local grants to provide testing, education, research, and treatment for breast cancer. We are blessed to have such openhanded donors.

Sincerely,

A handwritten signature in dark ink, appearing to read "Lisa Hoff Davis". The signature is fluid and cursive, with the first name "Lisa" being more prominent.

Lisa Hoff Davis
Executive Director

The greatest risk factors for
breast cancer are being female
and growing older.

LEADERSHIP AMARILLO & CANYON

February 17, 2014

To Whom It May Concern:

Please accept this letter as a reference on the outstanding partnership Leadership Amarillo & Canyon has with KCIT and KAMR.

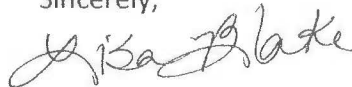
Leadership Amarillo & Canyon is a community-supported leadership development program in existence for 33 years. It is our mission to develop and educate leaders on the many successes and obstacles in our community, while developing leadership skills and a desire to serve and meet the needs of our community.

Brandy Sanchez, General Manager, works tirelessly to help us increase awareness in our community on a variety of issues affecting lives. For example, last summer, we contacted Brandy to help us concerning children who are hungry during the summer because these children depend on the school system for their meals. As a result of this collaborative effort, over 6,500 hot meals were provided to hungry children last summer. As you can imagine, this was a huge impact to our community.

We have contacted Brandy numerous times throughout the past year to provide coverage of various important areas affecting lives in our community such as: poverty awareness; the need for serving our community, teen leaders who are making a difference and awareness of successful locally owned businesses and entrepreneurs. Once again, this partnership has proven to be critical to the leadership in our community.

It has also been apparent that in working with one contact, one team for both stations, the communication has not only been impeccable, but also the knowledge shared and coverage provided has had a huge affect in those living in the Texas Panhandle.

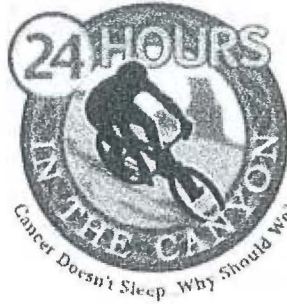
Sincerely,



Lisa Blake
Executive Director

Lisa Blake
Executive Director
lisa@leadershipamarillo.org
806 683 1316





To Whom it May Concern,

My name is Ryan Parnell, and I am the Event Director for 24 Hours in the Canyon. Our event is the only 24 hour road and mountain bike event in the country and is held the weekend after Memorial Day. 24 Hours donates all of our proceeds to fund the Survivorship Clinic at Harrington Cancer Center. This clinic is free to patients upon completion of their cancer treatment. 2013 marked our 7th Annual event and we donated a record \$160,000.

I was approached in the early spring by Brandy Sanchez (General Manager) about partnering with KAMR, KCIT, and myhighplains.com as our media sponsor. Honestly, I didn't know what to think about this offer, as it just seemed too good to be true and we had previously done a few things with another network in town. Upon meeting with Brandy to discuss this further, I quickly realized this was something that could not be passed up and we agreed to work together.

In addition to morning and afternoon show appearances, Brandy facilitated 30 second advertising spots on both networks, banner placements on myhighplains.com and several mentions during various newscasts. Another beneficial part of this partnership was that KAMR & KCIT provided announcers for the entire event. This not only filled a need, but it also saved us from having to pay someone to do the announcing. Ultimately, this allowed us to donate more money to help cancer patients from our region. Having professional journalists and communicators was a huge benefit because they brought more to the table than just playing music. They interacted with the crowd as well as the participants and made the event a greater success. I could not have imagined a better media partner, nor could I have asked for better results.

We are excited that KAMR, KCIT, and myhighplains.com are going to be our media partners again this year. We have already had 2 planning meetings and put some plans in motion. In fact, just today I had 3 people comment to me that they heard our 15 second "Save the Date" spot on both networks! I would say we have already been successful. I think that having both networks under one roof allows an organization like 24 Hours in the Canyon to benefit greatly due to the broad reach these two stations have.

Sincerely,

Ryan Parnell



American Red Cross
Texas Panhandle Chapter

1800 S. Harrison
Amarillo, TX. 79102
806-372-6309

To Whom It May Concern:

Greetings, I hope this finds you doing well! I am writing in regards to the operations of KAMR and KCIT and how beneficial I believe the current operational structure of the two stations is to non-profits, like the Red Cross, and more importantly the residents throughout the Texas Panhandle.

As the leader of a local non-profit, I depend on our media partnership with KAMR and KCIT to help educate and raise awareness in our community on the vital services we provide to those in need. The best part about this partnership is we get the benefit of working with two major networks but only one management team, a team that truly does have the best interest of their community in mind. It's generally very hard to get two competing networks to work together for the good of one's community, however that is not the case with KAMR and KCIT. The management has the ability to bring them together and unite them around a common cause.

It's because of this we always look to KAMR and KCIT for media partnerships. Last year, we worked with Vice President Brandy Sanchez and Sales Manager Misty Gerber on our annual "Heroes" campaign, the chapter's largest annual fundraiser. I can tell you it's directly because of our partnership with these stations and station management that we were able to raise a record amount for our campaign. In fact, we were able to double the funds raised, which directly impacts the services we can provide to our community.

I truly believe local TV stations should serve their community, strive to build it up and make it a better place. The team that operates KAMR and KCIT, along with their dedication to our community does just that and in the end, it's the residents of the Texas Panhandle that benefit.

Thanks for your time!

Sincerely,

Steve Pair

Executive Director
Texas Panhandle Chapter

Rockford, Illinois: WTVO and WQRF-TV, DMA #136



John Reisenbigler
Simply Amish of Rockford
2684 Sandhutton Avenue
Rockford, IL 61109

Dear Mr. Skorborg,

I've been in business for a long time. Over the years, I've been bombarded by a multitude of different sales representatives from so many different outlets. Since 2004, Heather Lalor has called on me in both a consistent and professional manner guiding me with the right programming to reach my target demographic, and the desired household income as well.

Having one sales representative, allows me to focus more time on my sales which is of utmost importance to me. There are several benefits to working with one person, and it saves me time which is a commodity we all don't have enough of in today's society.

I'm certain you don't often always hear good news, so I thought I'd pass this along your way. Thank you again, and accept my appreciation for having one person to work with me day in and day out.

John Reisenbigler

Owner, Simply Amish of Rockford

February 13, 2014

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Rev. Herbert Johnson
Dennis Rhodes
Becky Riojas
Kathy Velasco

Jon Skorburg
Vice President/General Manager
WQRF-TV
1917 N. Meridian Rd
Rockford, IL 61101

Dear Jon,

Thank you for taking the time to help The Literacy Council with our tutor recruitment. We appreciate your offer to help us with Public Service Announcements and are grateful to you and your staff.

We are happy to announce tutor recruitment is up from 8 volunteer tutors during our fall workshop to 27 volunteer tutors so far this spring. Without WQRF and WTOVO this would not have happened. Your stations continue to educate, inform and inspire our community members to be the best that they can be and it shows.

On behalf of The Literacy Council and the adults and families it serves, we thank you. Your support is deeply appreciated. You are creating amazing change for our learners and our entire community.

Sincerely,



Susan M. Askeland
Executive Assistant





Julia Scott-Valdez
Director
Human Resources

March 11, 2013

Mr. Jon Skorberg
VP & General Manager: WTVO & WQRF
1917 N Meridian Rd
Rockford IL 61101

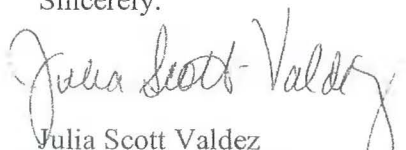
Dear Jon:

Thank you to you and the film crew at WTVO-Channel 17 - WQRF- Fox 39 for providing the City of Rockford with a copy of Mayor Lawrence J. Morrissey's 2013 State of the City Address.

When Mayor Morrissey took office in 2005, he made a commitment to move the annual State of the City speech from a private luncheon which required paid attendance, to an evening event that was free of charge and in a public venue. This commitment was a part of the Mayor's goal to provide for a more transparent and accountable government. The taped copy of the speech provided by your station will allow our Comcast partner to provide the citizens of Rockford an opportunity to view the speech on the public access stations and allows the Mayor to continue his commitment to bring the speech to as many members of the general public as possible.

Again Jon, I would like to thank you personally for your attention to this matter. Your cooperation is greatly appreciated.

Sincerely:


Julia Scott Valdez
Director of Human Resources
Deputy City Administrator

cc: Susan Skinner
File

El Dorado, AR – Monroe, LA: KARD and KTVE, DMA #137



ROSS CREATIVE SERVICES, INC.

February 14, 2014

Jerry Jones
KARD FOX 14 | KTVE NBC 10
200 Pavillion Road, West Monroe, LA 71292

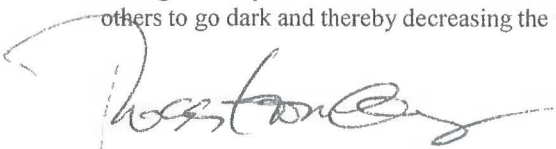
Jerry,

After our conversation about the duopoly in our market I got to thinking. Several important factors come to mind. As you know, I started in TV in Monroe at KTVE in the mid 80's. Back then all the market had was KNOE (CBS), KARD (ABC) and KTVE (NBC); all were separate companies and only KTVE and KNOE had any local news. Around 1993 KARD dropped ABC and went FOX. Still had no local news. KLAX, the ABC affiliate out of Alexandria tried (via cable) to put a signal into the Monroe-El Dorado market but couldn't make it because the area couldn't support 4 affiliates, it was hard enough for 3. Around 1996ish KAQY went on the air as our local ABC affiliate. Again, no local news and again, struggled to make it. It wasn't until the duopolies of KNOE-KAQY and KTVE-KARD that all the stations were showing signs of growth. It's the Gestalt of the arrangement that works: the whole is much greater than the sum of its parts. Now...there is local news on 4 stations and now, as an agency I have more opportunities to effectively advertise for my clients.

I got to thinking about the "it makes the rates go up" argument against these arrangements. Not true! As an example: I know back in 1999 when I started my agency I was buying the 10p news on KTVE for around \$125 per :30 spot. A gallon of gas was around \$1.30. today, I'm paying around \$150 and gas is over \$3.15! But, I now can also buy a local newscast at 9pm on KARD when there wasn't any such option before the duopoly! What this means is that economy of scale levels out any need to increase rates. With more inventory available for my reps to sell me...the less I have to pay for the finite product! In essence, it increases minutes in a day! The end result is that I have been better able to serve my clients and get them better results.

It also helps the community. I have several non-profits that I do work for. Having the combined advertising power and simpler logistics I have been able to help the local Shriners raise hundreds of thousands of dollars to help children get to the Shriners hospital in Shreveport. I have been able to help the Twin Cities Mayor's Committee on Disabilities raise tens of thousands of dollars to help disabled students with college scholarships and we have raised thousands of dollars for Susan G Komen Race For The Cure to help fight breast cancer.

Losing the duopolies would cause the market to revert back to 2 healthy stations and at least 1 if not both of the others to go dark and thereby decreasing the inventory available for us advertisers to utilize...rates would go up!



Ross Gombossy
President
Ross Creative Services.

Lubbock, Texas: KLBK-TV and KAMC, DMA #143

Lubbock Meals on Wheels, Inc.

MEMORANDUM

TO :

FROM :

SUBJECT :

DATE :

The purpose of this memorandum is to provide information regarding the proposed changes to the Lubbock Meals on Wheels program. The proposed changes are intended to improve the efficiency of the program and to ensure that the program is able to provide the highest quality of service to the community. The proposed changes include the following:

- 1. The addition of new routes to the program.
- 2. The addition of new volunteers to the program.
- 3. The addition of new equipment to the program.
- 4. The addition of new training for the volunteers.
- 5. The addition of new funding to the program.

The proposed changes are being implemented on a trial basis. If the trial is successful, the changes will be implemented on a permanent basis. If the trial is not successful, the changes will be discontinued.

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